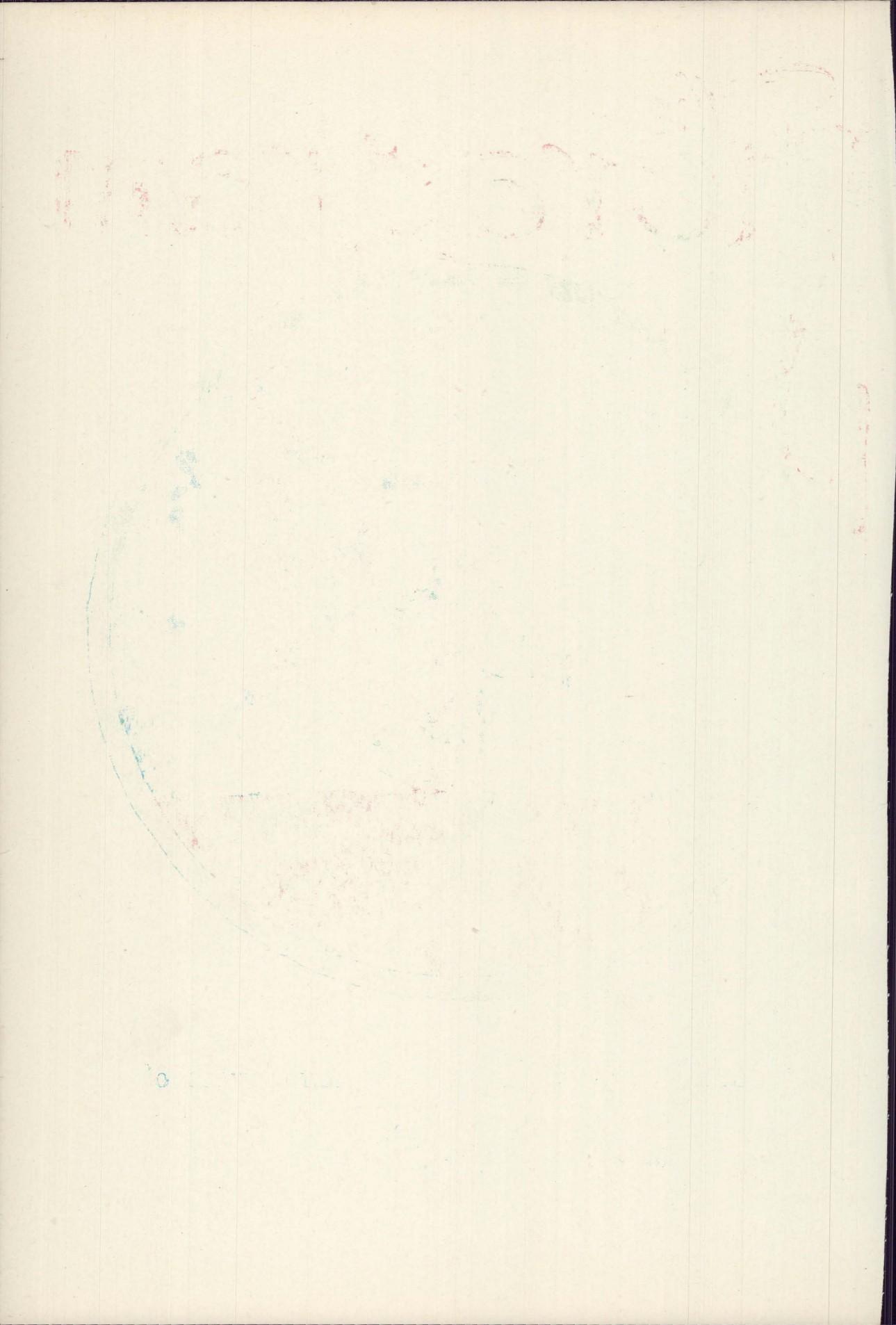


# The storagram



Published By and For The Employees of

**KAUFMANN'S**  
FIFTH AVENUE PITTSBURGH



# The STORAGRAM

*The management does not see this publication until it is issued, therefore assumes no responsibility for articles printed in it*

*Published monthly by and for the employees of Kaufmann's, "The Big Store"; printed and bound in our own Printing Shop*

Vol. VI

Pittsburgh, Pa., May

No. 4

## An Anniversary Message

"Dreams which beneath the hov'ring shades of night,  
Sport with the ever-restless minds of men,  
Descend not from the gods.  
Each busy brain creates its own."

This is the age of the dreamer and the dreams of Today become the realities of Tomorrow. He, who would achieve greatness and make his mark, must spend chance moments in letting his imagination have free rein.

There may be those who feel that the endless round of Commerce and its ways, offer little opportunity for such romantic flights. Unmindful, indeed, are they of those dreamer princes of Commerce, who, in their minds eye beheld in completed splendor, institutions such as ours.

At this anniversary time, let us remember that there are dreams yet undreamed—and dedicate ourselves to the opportunities that lie before us.

—James H. Greene.

## A Tribute To Carefulness

It is most interesting and satisfactory to learn that the complaints for the month of April, 1925 are 10% lower than those of the same month a year ago and this splendid accomplishment is deserving of more than passing comment. Errors, mistakes,—and consequently complaints, will undoubtedly remain with us as long as the business of selling is done on a large scale; but when salespeople, packers, wrappers and delivery men all work together to make such an impressive cut in complaints, we are prone to look at such a record with awe.

This is indeed a wonderful display of cooperative effort toward service of the finest order and every individual in the store is in some way responsible for the improvement made. There are those who sometimes grow lax, losing sight of the fact that the organization can be no more faultless than the individual, and feel that the slip they make will be unnoticed because of the thousands of others more carefully handled. But errors have an uncanny way of showing themselves and complaints follow as a matter of course.

Let us all keep striving to better our April achievement and by remaining continually cautious, roll up record after record. Let's act as though each of us will be responsible for the next month's record and by cooperating with a common goal in mind, raise the standard of our service to its highest possible notch.

## A Shopping Bureau Episode

Mrs. J. J. McEvoy of Coraopolis came into town one day to pay her bill at the store here and, desiring to remember some purchases she expected to make, noted them on the back of the bill before she left her home. When she came in Kaufmann's and paid her bill, however, the articles had slipped her mind and the stub with the notations passed into the Cashier's cage with her money, while she forgot about it and walked away.

The cashier who received the money and bill noticed the memo on its other side some time after Mrs. McEvoy had left the vicinity and, sensing the meaning of the penciled items, turned it over to the Shopping Bureau. Here the articles were shopped, purchased and sent to the customer.

In a few days Mrs. McEvoy and her husband came into the store with a complaint that their account was being used and, when Mr. Solomon was called to investigate the case, gave him all of the details and a list of the articles they had received. In 15 minutes Mr. Solomon discovered the facts at the bottom of the incident and reported them to the customers.

Mrs. McEvoy realized that she had made the memo herself and forgot to make the purchases. She laughingly admitted it and expressed her admiration for the resourcefulness of the cashier and the splendid service of the Shopping Bureau. The articles were satisfactory in every way and she left the store with a feeling that this is indeed a remarkable store in the scope of service it presents.

## Kaufmann's Fellow-Workers Graduate

Too much credit cannot be given to those of our store people who have completed training courses this year and who have made sacrifices of their leisure time to better prepare them for real store futures. Below are given the names of the graduates who have this year completed their courses as prescribed:

### Progressive Retailing Course

Miss Martha Aber  
William H. Brown  
Miss Margaret B. Gates  
Miss Hannah Mary Kelly  
Mrs. Mary Marquis  
Miss Clara Lauderbaugh  
Miss Anna Shutz  
O. M. Voelker

### Executive Training Course

Edward Cohen  
Miss Hilda E. Dwyer  
John Flynn  
Miss Marie Flynn  
Miss Tillie Fischer  
John Lagorio  
Robert Laudenberger  
Miss Marie Maloney  
C. R. Pickering  
Miss Elma E. Perkins  
Sterling Price, Jr.  
Miss Anna Udin  
O. M. Voelker

## That First Week-End

It seems as though the Stand-By Club turnout for the first week-end at Bear Run will be a very large one. And from gossip we have heard about the floors, there will be plenty of others there to keep the veterans company.

No more than it should be, we think. Bear Run is, without any exaggeration, one of the best vacation spots on the map and is such an enticing place that one visit only creates the desire for more. This year we should have the largest crowd in the history of the place and accommodations are ready to take care of them.

A week at Bear Run, or better yet, two weeks there, is a more promising tonic for tired bodies and minds than the famous "Fountain of Eternal Youth", Ponce de Leon searched for so fruitlessly in Florida. It's a pity that the B. & O. wasn't running a weekly train there when Ponce came to America for his health!

## Heard About the Store

"Have you any linen little children's dresses around \$5.00?" "Where are your bloomers, Miss? On the Fourth Floor?"

"I bought an umbrella about a month ago and I never happen to have it with me when it rains. Where can I get it exchanged? I want a pair of rubbers instead."

"Is that rouge waterproof?" "Where do you sell those patented needles with the eyes in them that you can't see but can thread?" Let me see some invisible hairnets?"

"Is that dog mange cure in the Drug Department or the Pet Shop?" "My husband is 5 feet 11 inches tall, can you tell what size socks he wears?"



### A VIEW OF OUR NEW BARBER SHOP

Another welcome service feature has been added to the already long list that serve the fellow-workers of our store. It is a completely equipped, well-lighted Barber Shop that will be used as a convenience for the men who are employed here.

It is situated on the Sixth Floor, in the Fifth and Cherry Way corner, and may be reached

either from the stairway entrance there or from the rear of the lockers. Mr. Adolph Roth is in charge of the new Shop and respectfully solicits the patronage of our men folk. The prices are most reasonable and the service is warranted to be excellent for 'phone appointments may be made to insure it. The Automatic number is 284, the Bell is 290.

\* \* \*

### Of Interest to Bachelors

Statistics show that Great Britain has 3,587,495 more females than males. Looks as though John Bull is going to run a matrimonial agency on a large scale, doesn't it? And he'll probably entice every eligible American bachelor overseas unless the flappers of this country have more sense in their heads than they have hair on top of them. One American writer caustically remarked, in a shaft aimed at the high divorce rate here, "What this country needs is fewer permanent waves and more permanent wives."

\* \* \*

### Heard in an Elevator

The operator was just closing the door and the car was ready to ascend. A little child just beyond the grasp of her mother started for the door.

The mother, in a loud voice that was motherly and sweet, "Wait, dear!"

The operator turned expectantly and asked, "Did you want to get off here?"

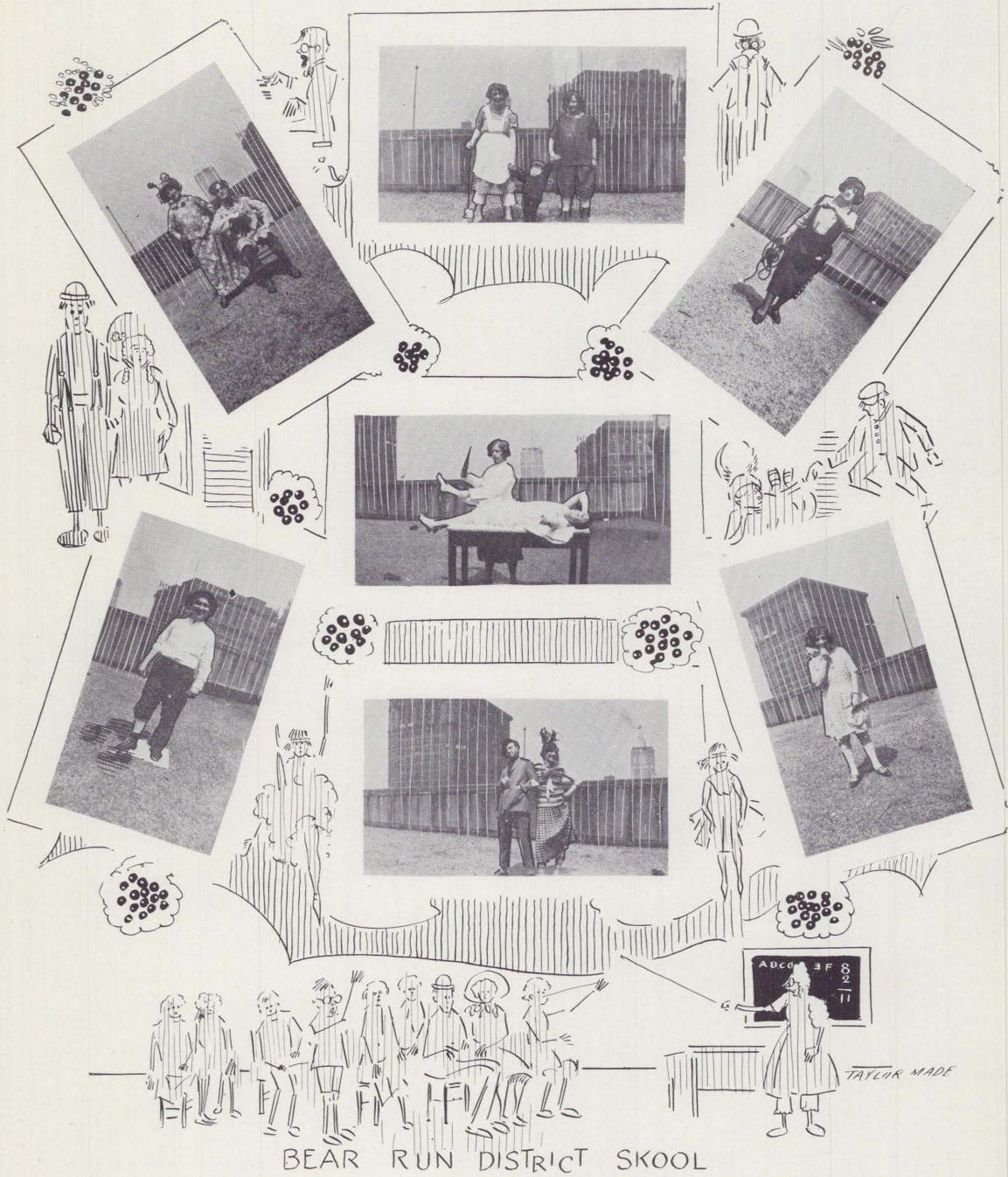
### The Seat of Learning

A school teacher boxed the ears of a pupil a few days ago. The boy told his mother, and the next day the teacher received the following note: "Nature has provided a proper place for the punishment of a boy, and it is not his ear. I would thank you to use it hereafter."

# KAUFFMANNS

"The Big Store"

## Spring Theatricals



# OUR OWN VAUDEVILLE SHOW

On Thursday evening, April 16, the people of the store, accompanied by friends and members of their families, were entertained with a home talent show that had every virtue of a professional one. An unfortunate delay was caused at the start of the performance when one of the lighting fuses blew out but when the wiring was adjusted, the audience settled itself for the delightful treat that followed and received each act with a hearty, clamorous approbation.

Andrew Moeslein of the Twelfth Floor opened the show with three solos, popular songs that found ready applause awaiting each finish. Miss Sarah Schneir, comedienne and pantomime artist extraordinary, convulsed the audience with her burlesque on a shopping conversation over the merits and uses of a thermos bottle, then scored a similar hit with her pantomime sketch of a thrilling rescue from death on a railroad track.

Miss Grace Steiner interpreted the "Dance of the Moonbirds" with a fine display of gracefulness and was rewarded generously for her efforts by the sustained handclapping that followed. A novelty song by Miss Mildred Fogel, who reflected the spotlight upon the darkened Auditorium by means of a hand mirror, brought a demand for an encore and she obliged with a third chorus.

A violin and piano duet by the Misses Kathryn Parker and Florence Craig was a welcomed departure from the "jazz" that is so ordinary at shows and the talented pair were given a splendid ovation at the end of their act. Freddie Brandt and Patsy Peiffer had a costume dance act that was one of the hits of the evening and were stopped only by exhaustion after obliging with their encore.

Then came J. Howard Taylor, our popular cartoonist, assisted by Louis Maurer of the Supply Department, in a rapid sketch act that was different, and being different, was very good. Taylor made an imposing figure with his golf outfit, cigarette holder and easel. Then followed another dance act with Fred Haines and Edna Johns as the principals—a tango that was beautifully danced and heartily applauded.

And along came Connie and Arnold, (Solomon and Ferber), with a humorous act worthy of the Davis at its best. From the moment this pair stepped on the stage until they made their shuffling, dancing exit, they had the audience at their mercy and pelted them with one pun after another, whooping it up for variety's sake with two or three songs and climaxing it all with a stiff-legged dance that carried gales of laughter with every step. Some act!

Our harmonica expert and loose-soled shuffle artist, Dave Jacobson, faced the footlights and

acquitted himself most creditably during his stay. Dave was in fine form and went over in a big way. Little Tessie Oneska, another Twelfth Floor favorite, won the hearts of her audience with her exceedingly clever butterfly dance.

Phil Porterfield, introducing "All Alone" in a new form as part of his act, demonstrated the art of "singing as she is done" with that wonderful voice and knocked a few hearts silly with his dress suit appearance. Fred Haines and Edna Johns then returned with an Apache rendition that even surpassed their previous dance and won another heaping dish of applause with it.

Miss Gwendolyn Williams as the surgeon and Miss Becky Sobel as the patient, then startled with a silhouette stunt of an operating room scene that horrified and delighted in turn. Another out-of-the-ordinary act that fitted admirably into the program. Miles Rowan and the redoubtable Peggy Drake as "Joshua and Elvina" in their first auto ride convulsed the entire auditorium with their antics and speech. The skit was splendidly enacted and won sustained approval, though it was such a violent piece that it did not lend itself to an encore.

Joe Bruckmiller and Harry Dille burlesqued a Bowery dance with considerable cleverness and their costumes were works of art. Charles Caputo gave an excellent performance with his trombone and George Lynch of the North Side Warehouse won his auditors over with several popular solos.

The gala night was brought to an appropriate close when Mrs. Elsie Stewart put over her District School of Bear Run. This act was a cleverly produced one and kept the crowd at a highly humorous pitch during its performance. Every person in the cast merited the praise they have given.

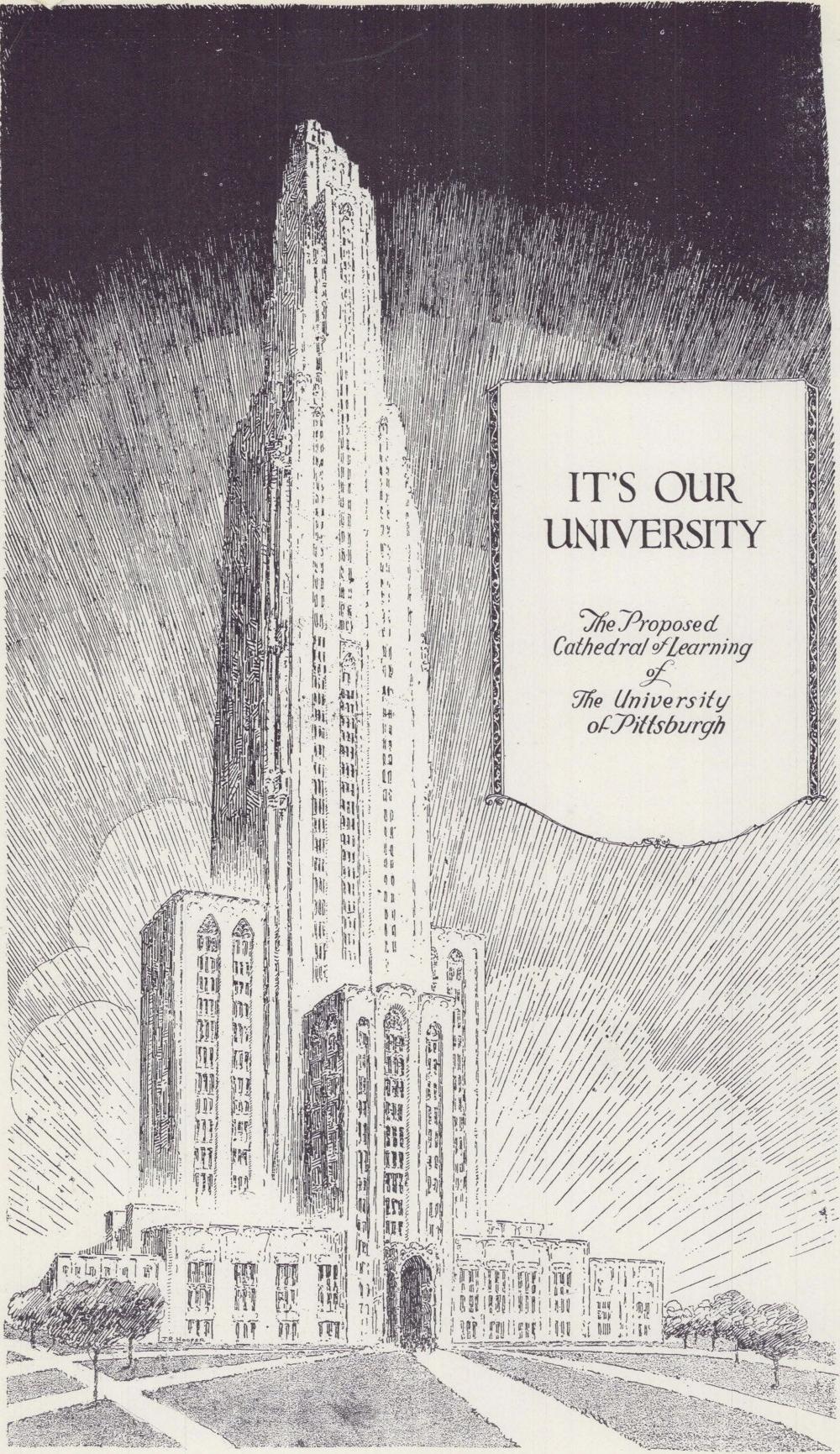
## The Cast

Teacher

Miss Belinda Sharpe

PUPILS

Pinky Pegginbottom .....	Elizabeth O'Hara
Twinky Pegginbottom .....	Isabel O'Hara
Raggedy Ann .....	Agnes Buckley
Raggedy Andy .....	Mabel Spangler
Willie Winkle .....	Stanley Flansbaum
Carry Cheer .....	Clara Hergenroeder
Percy Flanders .....	R. Connie Solomon
Sally Huskin .....	Marcella Seubert
Pecky Jones .....	"Shorty" Thompson
Annie Shush .....	Katherine Killmeyer
Carolina Littlebrayne .....	Ada Bittner
Luther Littlebrayne .....	Edward Stewart
Jeritzi Nightingale .....	Rebecca Sobel
Teacher .....	Mrs. Elsie Stewart
Sun Bonnet Sue.....	Mary Cunningham



# IT'S OUR UNIVERSITY

*The Proposed  
Cathedral of Learning  
of  
The University  
of Pittsburgh*

# THE STORAGRAM

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 FRANCES SCHULTHEIS, *Artist* J. R. HOOPER, *Artist*  
 P. D. PORTERFIELD, *Artist*

MAY 1925

## Just A Good Thought

We once heard a man whom the world calls successful, say, "No two persons ever meet and talk but that something is sold to one or the other—or both. Salesmanship is the oldest profession in the world."

And the more we pondered over his remarks, the more we became convinced that he was absolutely right. You never talk to another for even a moment before one of you is "sold" on something the other is "selling"—whether seller or buyer are aware of it at the time.

The person with whom you are talking may have some likeable characteristic that becomes apparent immediately. It may be his personal appearance that will give you a hint for the improvement of your own, or more likely than all, it may be a bare idea you get that will fill a gap in your desire for new thought. You, in turn, have it in your power to "sell" something every time you address another and quite often the "sale" is made without even the medium of conversation.

It strikes us as a splendid and novel thought to bear in mind. It should urge all of us to increase our stock of "wares" daily—that we might sell not only one thought but several of them, and leave behind a good impression, every time we encounter another.

## For Our Anniversary Number

Next month's issue will be dedicated to our Fifty-fourth Anniversary and we would appreciate the receipt of news items that, in one way or another, reflect upon our fifty-four years in business or treat of its birthday celebration. Department managers can assist greatly by asking the people in their departments to contribute their quota of news.

Let's make "The Storagram" fit the occasion and have an unusually interesting number. Every employee in the store is asked to become a reporter for this number and by so doing, be a real factor in giving us a "Storagram" that will suit its purpose to perfection. All copy and photographs must be in the Editor's hands before the tenth of June.

## The Cathedral of Learning

Pittsburgh, "The Workshop of the World", is rapidly acquiring a taste for more esthetic claim for world-wide fame and the proposed fifty-two story University is the latest evidence it offers to bear out this fact. Wherever education is respected, and that is limited only by the boundaries of Civilization, the Pittsburgh of the future will be known to the world as a new Athens—and its monument of Education as the most inspiring on the face of the earth.

Pittsburghers all, we should take an active and solicitous pride in our new University and do our utmost to insure its speedy erection. It should be a physical monument to our zeal of mind enlightenment and as much a matter for individual pride as it is of national and civic progressiveness.

## Read Our Posters

Store employes who would be thoroughly informed on all store activities should make a practice of reading the notices and posters that are placed on our bulletin boards. These posters all concern the store and its doings, so they should bear a uniform interest to all who work here.

The better informed you are, the more valuable you are to your firm and yourself. Avail yourself of the opportunity to keep in touch with the latest department changes, Superintendent's Office bulletins and store social plans, by being a constant reader of the notices posted about the store.

## A Real Distinction

According to the latest figures, the per capita wealth of Pittsburgh is greater than that of any other of the large cities in the United States and our city is probably the wealthiest city in the world. Its wealth represents 20.6 per cent of the entire wealth of Pennsylvania and the downtown district here serves as a shopping area for 2,750,000 people.

Is it any wonder that our store is going ahead each year? Or any wonder why we are making this the finest furnished store that money can outfit? The answer to both queries is the same—"We are serving the wealthiest city in the world and giving the best service in our power to give them."

## Mr. Adelsheim's Note of Thanks

"I wish to use the columns of 'The Storagram' as the best means to convey my deep appreciation for the most pleasant surprise that was given to me on my fiftieth anniversary, April 30. I want to publicly thank all those who were in any way responsible for this unlooked for celebration."

Mr. Adelsheim recently celebrated his fiftieth anniversary and was given a delightful surprise by a number of his friends from the Main Floor. He was at a loss for a means to thank them personally because no names were volunteered, so he is paying his tribute of gratitude in our magazine. Many more happy ones, Mr. Adelsheim!

# The Delivery Department Smoker

On Saturday evening, April 17th, a goodly throng of the sterner sex congregated in the Eleventh Floor Auditorium to smoke and shout and cheer and swap stories and have a lusty good time. The honored hosts were the delivery department fellows who were there in force and for three hours shouted themselves hoarse with the rest of us, or else laughed 'til weakness overcame them.

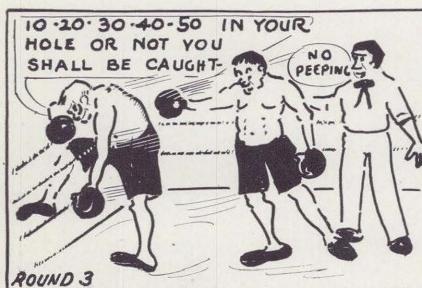
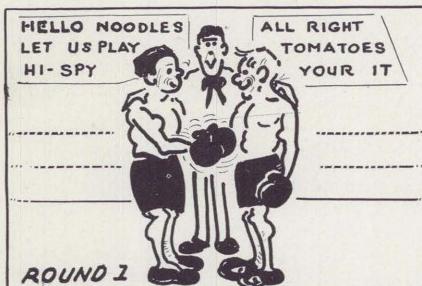
It was verily a red letter night. You couldn't have had more fun at a Milk and Ice show—and the bouts were, well they just looked as though each one was a separate version of a Zivic-Demarco setto. The vaudeville was big time stuff and ranged all the way from a funny monologue to a song and dance act with juggling and clowning and all that sort of thing, thrown in with the rest as an allspice.

Everybody who was anybody attended the shindig. Joe Meyers pulled a "Joe Humphreys" from the ring, waving a big Marsh as a baton to get the complete attention of his audience. When Jack Hanlon wasn't shaking hands and ushering his friends to bum seats, he was inter-

viewing the reporters who just flocked in for the fun. "Smiling Bob" Wilcox and Mr. Friedlander spent most of their time near the door but mingled with the gang often enough to mix pleasantries with almost every group in the place.

Ross and Schleicher were concerned about their merchandise stored in the gallery but when the bouts started, forgot all else and cheered with the mob. Starr, Gavender and Keller had window seats and were almost as noisy as the Garage bunch. The North Side crowd hogged a whole section of ringside seats and created more racket than a regiment of skeletons marching across a tin roof.

It certainly was a real smoker and the committee, Hanlon, Meyers, Friedlander and Freeman, are to be congratulated upon the excellency of the entertainment, the liberal quantity of "smokes" and the general "have a lot of fun" attitude all indulged in. There's going to be another pretty soon and you can paste it in your album that we'll all be there again.



## A Long Tale

Telegram to a friend: "Washout on line, cannot come."

Reply: "Come anyway; borrow a shirt."—N. Y. Medley.

"New coat?"

"No, new roommate."—Mount Union Dynamo.

## BEAR RUN

Opens June 28th

Will You Be There?



## Baseball Team of Kaufmann's Elevator Operators

This is the first picture taken of our Operator's Baseball Team and it was made before the formal opening of the season. From all indications, these fellows will probably make a good record this year, and, while they were defeated in their opening game, they will more than likely score some impressive victories soon.

Front Row, left to right—J. Hungerford, A.

Hubbard, H. Conkle, P. N. Jones (Capt.), A. Brown, F. Walls and L. Benerman.

Middle Row, left to right—J. Meekins, R. Mooney, G. Hampton, H. Herbert, J. Moore, J. Denby, W. Denton.

Back Row, left to right—D. Mason, W. Benerman and W. Hines.

\* \* \*

### Jottings from Erie

Mrs. Gay and her brother-in-law, Mr. Gruber, paid a visit to her mother's home near Erie, Pa. When they left the depot at the Erie Station, a policeman approached them and said: "Say, young lady is this your husband?" "No, my brother-in-law," said Mrs. Gay, after long thought. How many relations have you, anyway?"

Judge—Prisoner, the jury finds you guilty.

Prisoner—That's all right, Judge, I know you're too intelligent to be influenced by what they say.—Psychology.

The Girl—Meet me tomorrow night at the same place at seven o'clock."

The Boy—All right. What time will you be there?—Pennsylvania Punch Bowl.

### Mrs. Eastman Kodak Co.

I am Wong. It is for my personal benefit that I write you to ask for a position in your Hon. firm.

I have a flexible brain that will adapt itself to your honorable selves. My education was impress upon me in the Peking University in which place I am graduate No. 1.

I can drive a typewriter with great noise and my English is great.

My reference are good and should you hope to see me they will be read with great pleasure by you. My last job has left itself from me for the good reason that the larger man is dead. It was on account of no fault of mine.

So hon. Sir what about it. If I can be of big use to you, I will arrive on soon date that you should guess.

—Contributed by "Ike Hohenstein"



# Educational Notes

## Five Common Mistakes In "Size-up"

You call this customer "fussy." The truth is, she is a careful buyer and just hunting for quality.

You call this customer a "know-it-all." The truth is, she is a merchandise expert with years of trained taste and buying experience.

You call this customer, "snobbish." The truth is, she is silent and reserved and unable to be friendly with strangers.

You call this customer "easy." The truth is, she is careless and extravagant, and not the type upon which a substantial business is built.

You call this customer a "bargain hunter." The truth is, she is a fine customer the wife of a low-salaried worker, trying to make ends meet.

## Better Selling

Many salespeople who think they are qualified for advance are amazed when others they feel possess inferior ability pass them in the race for success.

So that you can measure up to the full standard of what is required for advance, ask yourselves the following questions, note your weak points, and then lay the ground work for improvement:

Can I place my hand quickly on each article in my stock?

Do I fully understand the main selling points of the same?

Am I fully qualified to make a lucid explanation of the goods I sell?

Do I explain the merchandise in a business-like manner?

Have I discovered a new and better way to make my sales demonstration?

Is the merchandise at my counter clean, well kept and in good order?

Do I arrange stock in a tasty display, or do I "Let George do it?"

Am I sure of the merchandise in the windows or do I "guess" what is displayed?

Do I take a heartfelt interest in my store's advertising?

Do I assist the newer salespeople to become letter perfect or do I allow them to absorb the details of the business the best way they know how?

Am I letting my buyer see I am in earnest?

Do I ridicule the judgment of my superior or help in every way I can?

Do I drift with the tide or make my efforts count in many directions outside the actual limitations of my job?

Am I cheerful to the customer who doesn't buy as well as the one who does?

(Exchange)

## Attention, Piece Goods Salespeople

In measuring piece goods, be ACCURATE. Remember that every extra inch you overlook means money lost to the firm.

An inch of material at 50 cents a yard is worth almost 1½ cents.

An inch of material at \$1.00 a yard is worth almost 3 cents.

An inch of material at \$2.00 a yard is worth 5½ cents.

An inch of material at \$3.00 a yard is worth almost 8½ cents.

An inch of material at \$4.00 a yard is worth 11 cents.

And multiply these figures by the number of transactions made in a year, and think of the large loss that could be involved.

We want to give our customers every inch for which they are paying, but in justice to ourselves, we cannot add even an inch over that amount. Pride yourself on your accuracy, for through greater efficiency in this respect you will be rendering us a real service.

—Traxology.

## Suggestion Prize Winners

March, 1925

\$5.00

Hilda Dwyer.....Executive.....	
Margaret Friedman.....Art Needlework.....	38-13

\$2.50

A. C. Beck.....B of A.....	62011
P. Gavin.....702.....	70204
Miss Harkings.....Mill.....	1752
C. N. O'Donnell.....182 E.....	
K. Jackson.....54.....	54-22

\$1.00

Miss Riley.....19 Dept.....	
K. Killmeyer.....260.....	26001
Miss Arras.....20 Dept.....	
Mr. Connor.....14 Dept.....	
Miss Stevens.....3.....	304
R. Martin.....38.....	3817
Francis Reges.....143.....	14309
A. Stroniac.....134.....	13417
C. Brennan.....38.....	3805
F. Childs.....1.....	1-59
D. Eckman.....38.....	S502
L. Evans.....3.....	3-12
M. Libbon.....44.....	44A501
B. Voelker.....58.....	58-62
M. McKee.....44.....	44-07
Mary Fahrenhold.....126.....	12604
E. Farr.....122.....	12221
Helen Nolan.....260.....	26004
John Kiefer.....46.....	46-21

## Mr. Horne Writes of His Recent Trip

Crossing the ocean for the first time is a most interesting experience but when one has made the trip often, it becomes an ordinary thing like everything else that loses its novelty. One becomes as accustomed to it as to travel between New York and Chicago or other similar railroad journeys.

The first thing to catch the interest in making an ocean trip is the great ocean liner, complete in every detail and as modern in its equipment as a large hotel. It is in a manner, a skyscraper in repose, and has elevators running up and down five or six stories or decks. Shipboard life is not without its thrills and one has plenty of opportunity to indulge in sports or exercise on the broad promenade decks. A gymnasium with a complete gymnastic equipment affords one a chance to keep trim with indoor exercises and surf bathing on the lower decks for those who like their exercise in the open.

Deck chairs are plentiful and used to advantage after one has finished a stroll about the ship or wishes to lounge and read in the afternoons. Night life is much the same as that in a city. After dinner the dance hall is opened and the orchestra plays the latest dance hits, while the voyagers dance until 12:00.

Often during the voyages there are some of the most famous of American and European concert hall artists or opera stars, who entertain at the public concerts, while passengers wear formal attire in attendance. Josef Hoffman, Chaliapin, the French basso singer, Frieda Hempele, the Dolly Sisters—I have had the pleasure of crossing with some of these.

The trip is most pleasant if you are not subject to the indisposition that the sea causes many people. Arrival at Cherbourg is made by the great liner docking two or three miles from port, as there are no facilities for landing in this city. The passengers and their luggage are brought to Cherbourg, where the baggage is gone over thoroughly by customs officers.

From Cherbourg to Paris by rail is a pleasant enough trip if it is made in the daytime, but if the boat lands at night it is decidedly unpleasant for there are no sleepers and you must stay the whole night in a small compartment on the train with three or four others to share it with you.

By the time Paris is reached, it is early morning and you are fairly well "fagged," but Paris does not allow one to remain uninterested very long and the effects of the trip soon leave when one arrives in that wonderful city.

The sights there are many and all most interesting. Among the most discussed, of course, are the theaters—the Folies Bergere, Casino de Paris and other notable shows. To others, the Eiffel Tower is the most inspiring sight there. I had the pleasure of ascending it one beautiful Sunday morning in early Spring. An inclining elevator makes the ascent and each passenger is charged two or three francs for the trip, while great crowds wait in line for the privilege of going to the top. The pictures and post cards

do not at all represent the enormity of this massive construction. The view from its top is most inspiring—you can see for many miles, including in your view the entire city of Paris as far as Versailles.



### At The Doge's Palace, Venice

Another very interesting sight in Paris is the Tomb of Napoleon, one of the most beautiful buildings in Europe. The stone of this building construction is from Northern Italy and words fail to describe its beauty. There is also the tomb of the Unknown Soldier at Arc de Triomphe on the Champs Elyses, where great crowds gather each Sunday to place flowers on the grave. Champs Elyses Palace and the grounds surrounding it are most beautiful and this section is perhaps the prettiest there.

After spending about a week in Paris, the next trip was to Brussels, Belgium. Here may be seen the grave of the English nurse, Edith Cavell, a short distance from the city. There are also the graves of 31 other people who were executed during the city's occupation by the enemy forces.

From Brussels, the traveler continues on to Cologne, a beautifully laid out city, despite the narrowness of its streets. The Cathedral there is a relic of medieval times, having been built back in the eleventh or twelfth century. After a day in Cologne, the next stop is Berlin, a night's ride away.

Berlin is an historical place and very interesting to the visitor. The great Tiergarten is one of its most interesting sights as well as an

historical section. Two or three days here though, are sufficient for buying purposes and then we continue to the smaller toy centers of Germany.

Coburg, with its great castle built ages ago, is the first stop. The ex-king of Bulgaria was in this city, also the great Russian, General Wrangel who is world-renowned for his work in attempting to establish a different form of government in Russia.

From Coburg to Gotha is the next jump. This city is noted for its Home of the German Princes and also as an aeroplane center, where the great Gotha 'planes used by the Germans in the war were manufactured. And so we continue from one place to another for about three weeks until the start of the great Leipzig Fair. Here a week is spent going from one place to another elbowing through dense crowds that are made more numerous by the 100,000 foreign buyers who mingle with them.

Florence, Venice and Rome follow on the itinerary—all noted places in ancient histories. In Venice, for instance, there is the great Doge's Palace where political prisoners were kept for a time, eventually beheaded and their bodies dumped into the canal. In Rome there may be seen the Coliseum, Forum St. Angelo, St. Peter's Cathedral, which we visited one beautiful Sunday morning, and the delightful Vatican Gardens. From Rome we journey to Vienna where wonderful sights are seen. Viennese are most courteous folk, low in voice, slow in speech and most mannerly in actions. One cannot help but notice this.

Then we return to Paris by way of Switzerland. This trip takes about 33 hours and the country traveled through is probably some of the world's most beautiful. The great Alps are traversed for miles and miles, each new section more beautiful, seemingly, than the last.

One of the most enjoyable features of the trip abroad is the study it affords one of the real European people. We, not having seen them in their homelands never are just in our judgment of them until we do. Their manners are irreproachable and you might sit beside them in a railroad coach for a whole day without being given so much as a second glance. A trip to the European Continent is indeed a liberal education in itself and I would certainly urge every reader of The Storagram to set it aside as an ambition to be attained.

J. W. HORNE.

#### Our Sympathy to Mr. Cohen

The people in the store were sadly grieved to learn of the death of Mr. Ben Cohen's wife who, after an illness of four weeks' duration, died Friday morning, May 15th. Mr. Cohen was grief-stricken at his loss and his associates in the store sorrowed with him when they heard the sad news.

His many friends here send sincerest condolences and mourn for her passing with keenest regret.

Young Lady—I'm having trouble with my car. Have you a spare plug?

Farmer—Sorry, miss, I don't chaw, but I got an old cigar, ye kin have.—Rutgers Chanticleer.



#### To Be Married Soon

This is Miss Mary Verlinich of the Foreign Department who will soon change her name to that of Mrs. S. Mervosh. Miss Verlinich has been connected with our interpreting staff for the past three years and is a familiar figure about the store. We wish her every happiness and hope she finds perfect contentment in married life.

#### "China News"

A little comedy called "Go Get It," was staged in the China Office several weeks ago, in which Mr. Nicholas took the leading role. With his hair standing up straight and his trousers tied at the bottom, he stood in the center with a broom raised in mid-air, displaying the real pep, always noticeable when he goes after anything.

Jennie the Stenog, was looking for a good place to faint, which was the reason for Mr. Schleicher's sudden rush from the office.

Al and Victor as minute men, were ready with clubs for action if necessary, while Mr. Miles acted as scenery shifter.

We learned after everything calmed down, that a huge rat wandered into the office, but took fright after getting one glimpse of saucy Sarah's cross-word puzzle stockings.

Everyone in the China Department welcomes Mr. Harris back from his trip abroad. We know by appearances that he enjoyed his trip, but is glad to be among us again.

Miss Grace Rahak from Bric-a-Brac is absent on account of serious illness. We hope she is improving, and will be glad to see her sunny face soon.

China Department co-workers extend their deepest sympathy to Mrs. Morrow in the loss of her brother.

A brightness more noticeable in Fixture Department, because Miss McKim is back again.

"Saay, keeper, if them thar lions 'ud git out, what steps 'ud ye take?"

"Longest and fastest I ever took in all creation."

### Drug Department

Miss Laura Rhodes of the Rubber Goods Section is always happy and very seldom looks as though she is not enjoying life, as it should be.

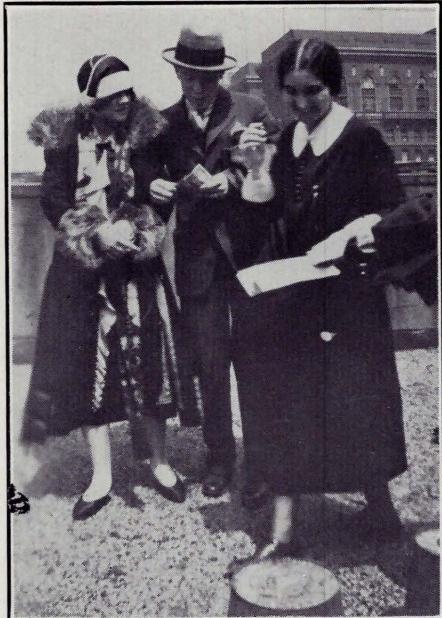
Miss Mooney and the rest of the girls were very sorry to see Miss Frampton leave. We all wish her a lot of luck.

The girls in the Ivory Department are always in such a hurry to get out at night that we often wonder if it is because they are to meet their boy friends each night. Your fellows should accustom themselves to waiting girls, don't let them tell you differently.

Freda Martin seems to be putting on a little weight lately. Freda is one girl we will never be able to persuade into buying Reducing Salts.

Mollie Markowitz of the Cutlery Section certainly has enough to do with men. She sells blades and shaving cream, and all day long answers such questions as: "Gillette me have this?" "Gillette me have that?"

Miss Gilbert has been away ill for a few days and we all hope that by the time this is printed she will be back with us again, sound and healthy as ever.



### Talking It Over

Patsy Peiffer, Freddie Brandt and Agnes Simpson, talking over the show while sunning on the store roof.

### His Odd Idea

First Stenographer—The idea of your working steady eight hours a day! I would not think of such a thing!

Second Stenographer—Neither would I. It was the boss that thought of it.—Town Topics.



### A Group of Store Showpeople

Seated: Miss Gwendolyn Williams, Miss Becky Sobel and Harry Dille.

Standing: Miss Peggy Drake, Miles Rowan, R. Connie Solomon, Miss Patsy Peiffer, Freddie Brandt, Joe Bruckmiller and "Shorty" Thompson.

### Tips from the Audit Office

Elsie Vetter certainly has the rest of us puzzled. Fess up, Elsie, what's the joke?

Bebe Rodgers is making rapid progress in her new work. We can't understand why she hasn't found her Prince Charming yet.

"He who hesitates is lost," Amelia, and if you don't soon set our minds at ease, you will be worse than lost.

"Opportunity only knocks once," Madeline.

At the end of the road there is happiness—Leona is still searching for the end.

Emma Snack has never lost her rapidity in work or speech, particularly speech.

Since you're wearing your hair up, Cass, it's good-bye to collegiate days, eh?

"When it comes to the end of a perfect day," Bertha isn't any more pleased than we are (we mean tired.)

If there's any girl in the department who doesn't have much to say, it's Betty Auth—but she thinks her share.

Perk claims he has a girl in every port but Elizabeth went him one better. Elizabeth has a beau in McKeesport.

### Prize-Winners of Song Contest

Mr. Huskins of the Executive Offices Information Desk captured first prize in the recent song contest with his lengthy parody set to the tune of "The Battle Hymn of the Republic." Martha Schilling of Department 115 took second prize and Mary Atkins of the Want Slip Office garnered in third honors.

Ethel Clinton of the Furniture Department and Helen Frank, a wrapper, (182-40), also won prizes with their entries. All of the songs submitted were praiseworthy ones, particularly those of Mr. Huskins.



### A Fine Pair of Birds

Presenting Connie Solomon in the foreground and Harry Dille in the costume.

### Jewelry Department

Shorty is impatiently waiting for warmer weather to come so that he can get out his 1916 model "Scoot-a-bout" for its airing. Talk about class! When Shorty steps out in that special-made, sport model "Reo" he would make the Prince of Wales feel like a counterfeit shilling in the Bank of England.

Charles J. Wagner of the Watch Repair Department has gone completely wild over playing drums. He thinks he'll be a Drum Major in the U. S. Army in a few years. Don't forget your flats and sharps, Chas.

Mike, the stock boy, seems to be popular with the ladies. They come in to see him three at a time. He seems pretty sleepy every day too. Watch your step, Mike.

Miss Ruth Thomas has had a few young men calling on her lately. She seems to like them with a moustache.

The Jewelry Department extends its sincere sympathy to Mr. Thompson, who recently suffered the loss of his father.

We are all glad to see Miss Lamm back on the job again, after her recent siege of illness.

Looks like we will not have Miss Smalley very much longer. Take a look at her left hand.

Watch your foot, "Tess."

Miss Kiley has taken up Grecian Dancing and has been getting her instructions from Nick Pompolis, Greek instructor of dancing and wrestling.

"Blighty" Pickering has been relating and dis-  
coursing fig (vines) and has seen some in Eng-  
land over three thousand years old. Wait un-  
til fishing season opens and he'll tell a few  
more.

Joe Albright has been swinging a pick for the past few weeks getting in trim for the golf season.

Miss Florence Thomas has recovered from a recent illness and we are all glad to see her around again.



### No. 1. Solomon

While King Solomon of Israel figures largely in Ancient History as the greatest savant of his time, no little part of his fame is attributed to his genius as a merchant. He it was, who first saw in Commerce a means of making his nation powerful beyond dispute and independent beyond need of outside financial aid.

Hiram, King of Tyre, a neighboring monarchy, was persuaded by Solomon to join with Israel in an alliance to further their mutual commercial enterprises and the two regents bent every endeavor to scatter their trading to all parts of the known world. To facilitate commercial intercourse between Central and Western Asia, Solomon founded two cities in the Syrian desert, which soon became great emporiums for the caravan trade—Tadmor, (afterwards Palmyra) and Baalath, (afterwards Heliopolis.)

He also opened a lucrative trade with Egypt and constructed in addition, a great fleet of merchant vessels on the Red Sea, with which his subjects carried on traffic with the rich countries of Southern Asia and Africa. Through these various channels of commerce, the rarest products of Europe, Asia and Africa were brought into Jerusalem and the country prospered as the trade grew.

Gold and precious stones, sandals and spices from India, silver from Spain, ivory from Africa and gold from Ophir—all found their way into the coffers of the great King and his subjects. Linen-yarn and cotton manufacturers were brought from Egypt, horses and war chariots, the latter made from the famous cedars of Lebanon, were obtained in trade from Tyre.

And Israel rose to an eminence as a nation that had never before been attained. The country became a Mecca for traders and merchants and Commerce established itself as the leading industry. Until the death of the great King Solomon, the world looked to Israel for its leadership in the business of buying and selling—and the Master Merchant of his time achieved undying fame for his foresight.

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"To give is better than to be given,  
To love is better than to be loved,  
To serve is better than to be served."

Passing a church in a car one morning, the above sign attracted our eye, held it 'til the message was read, and a splendid sermon was understood. One that was too great to be enlarged by words, for it is all-inclusive and a further attempt to explain it might spoil its thought-stirring effect.

Do you get the full significance of the message?

## North Side Warehouse Notes

Wish you better luck next time, Bevilacque.

Attention, Standard Oil! Have you heard of McSuley's patent to manufacture gasoline from water?

Mr. Bottorf was seen leaving a street car and heading for a show with a nice young girl. Watch your step, Doc.

Strawberries will soon be more plentiful, Swan—and not so high in price.

Brownie would like to join a baseball club as he has part of a uniform. (It's a red cap.)

### Second Floor

Miss Craig was transferred to the new Fifth Floor Service Desk. We wish her every success in her new work. Miss Margaret Trainor has taken her place here. Welcome to you, Miss Trainor.

Josephine's idea of an ideal sheik—tall, slim, dark hair. (Harry.)

How did Bob like his birthday gift, Helen?

Florence said she was losing out with Keller as he takes another girl home now, but she received an Easter egg just the same.

Beatrice lost her hose, but not for long. They were just plain colors, no roses.

Pat deserted Kathryn at the store play. Brady wouldn't do that.



### At Easter Tide

Kathryn Pascoe and Joe Brady, both of the North Side Warehouse, thought they looked very nice on Easter Sunday so they posed for the above picture. We don't think they were mistaken, they do look very nice. Don't you think so?

Gust Urschler was inquiring of Mr. Guckert as to whether they were in need of any bird houses at Bear Run, as he would like to place them.

Mr. Claherty, have you ever heard of "Coal Oil Johnny"?

Fastian, have you looked up the meaning of the word, "receptacle"?

We think Sarah must have a very extensive wardrobe.

Miss Tracey, we don't hear anything more about Al and Flory and which one it is that has the red Stutz.

Mr. Wilcox is forming an anti-tobacco league at the warehouse. O'Connor was one of the first to join.

Paul, some time ago, you said you were to be married soon. What happened?

Otto, what's new in the radio line? We understand you are an expert.

Victor Ehrhardt is going to retire. He bought two new ones.

Schroffel, the girls have left room for you at their table.

A familiar cry in the Finishing Room, "Drake, how soon can I get this?"

As yet, George Dagon has not been elected President of the real estate board.

Sylvester scored a knockout at the store smoker with his balloon-type trousers.

Mrs. Daniels and Miss Sutherland, have you heard that O'Connors has placed his order for a Ford?

### Seventh Floor

Alex Wassel has been appointed Commodore of the Ot-A-Be Camp for the coming season. Don't forget, Alex, we enjoyed ourselves last year and are planning to go back again this year.

We have not heard much of the sheiks lately. They must have deserted Penn avenue.

Mr. Gottschaldt, how is that garden of yours coming along? We are looking forward to a fine corn roast.

### Sixth Floor

Mr. Stock has been transferred from the Bedding to take charge of the Fibre Department.

We understand Lindow is moving to Sharpsburg so that he will be closer to Milford. The Pittsburgh Railways can do away with their night cars on that line now.

### Fifth Floor

Frank Nagle is now in charge of the entire Fifth Floor.

### Fourth Floor

Bill Krebs was overheard rehearsing a speech. When is the banquet, Bill?

### Third Floor

Ed, on the Third Floor, says that Al, formerly followed the ponies. Is that right, Al?

Ed said he missed Sunday School last Sunday because he took sick the night before.

John Painter bought a new radio and he can get Station H-E-L now any time.

### Our Little Theater

Not the least of the interesting, entertaining features of our store's service to the public, is the "Magic Midget Theater" on our Third Floor. Here are presented weekly entertainments for the kiddies of the city, child dramas enacted with a vivid realism, delighting each audience with the merits of their entertaining.

Mrs. Hauser, who is in charge of the "Magic Midget Theater" is to be commended for the excellence of her presentations and ease of their handling.

**Miss Grace Steiner**

One of the dancers of the Vaudeville Show.

**Our Classified Section**

**TO LET**—644 Curtis St., on car line 40, near South Hills Junction. Five rooms, bath, electricity, porch, laundry. Rent \$47.00. Court 2010

**TO LET**—2960 Mattern Ave., Dormont. Six-room apartment, large yard, shrubbery, corner property. Rent \$85.00. Take 42 car to Hillsdale Ave. Court 3793

**WANTED**—A machine to produce work while the department girls talk.—Auditing Office

**WANTED**—Any number of girls who feel the fatigue of the year's work can be accommodated at our mountain camp at Bear Run, Pa. Swimming, hiking, tennis, volley ball, corn roasts, hay rides, bowling, dancing—any number of athletic and entertaining activities to rest the mind and keep the body fit.

Splendid location in the mountains with beautiful scenic wonders to view. Finest kind of meals and most home-like club house surroundings. Rates \$6.50 per week. See Miss Graham in the Training Department.

**Linoleum Department**

Customer, (looking at Congoleum Squares,) "Do you have any of those round-cornered squares?"

Mr. Roth: "Do you mean those oblong ones?"  
Customer:—"Yes!"

**Just What "The Big Store" Is**

One dismal morning in early April, I, for the first time since entering the employ of the store, was fortunate enough to get a seat in a street car on my way to work. I cannot say if it was the miserable weather or the tired state of my body, but my mind was filled with rather weighty thoughts.

Traffic movement was delayed for a few minutes on the Point Bridge, and as I sat in the car on the Bridge, I happened to peer down into the waters of the Ohio River. A thought suddenly arose in my mind, "What analogy is there between this river and the place of my employment?" At last I had it, for I began to think of what lay directly under this immense flow of water laden with extraneous matter.

Yes, there was found sand and other sediment beneath this lay gravel and heavy sediment and further beneath lay rock, the foundation of the river bed which supported all others. But still, what analogy was there between this and "The Big Store"? Well, I'll tell you just how I formed my analogy.

This rock, the foundation of the river bed, represented to me the executive force of the store—men such as Mr. E. J. Kaufmann, Mr. O. M. Kaufmann, Mr. I. D. Wolf, Mr. J. H. Greene and all others connected with this staff. The gravel and heavy sediment represented the merchandising men and buyers. The sand and lighter sediment appeared to me as assistants of all kinds in the store populace—but what did the immense volume of water laden with extraneous matter represent?

Just this: all the other employees of the store—salespeople, office clerks and stock room employees, all flowing over the river bed and the extraneous matter which floated on the water gave a vision of those in the employ of the store who took life in this institution as though it were nothing else other than something which had to happen. They are the people who come uninterested to work every day and when Tuesday comes, just accept their salaries and let everything go as it will, riding back and forth just as did the extraneous matter on the water.

Fellow readers, let each one of us consider this, let us see if we cannot cooperate with all with whom we are in touch, and make this establishment the clear, reflecting river it should be.

F. JOHN KIEFER

**Pity the Dog**

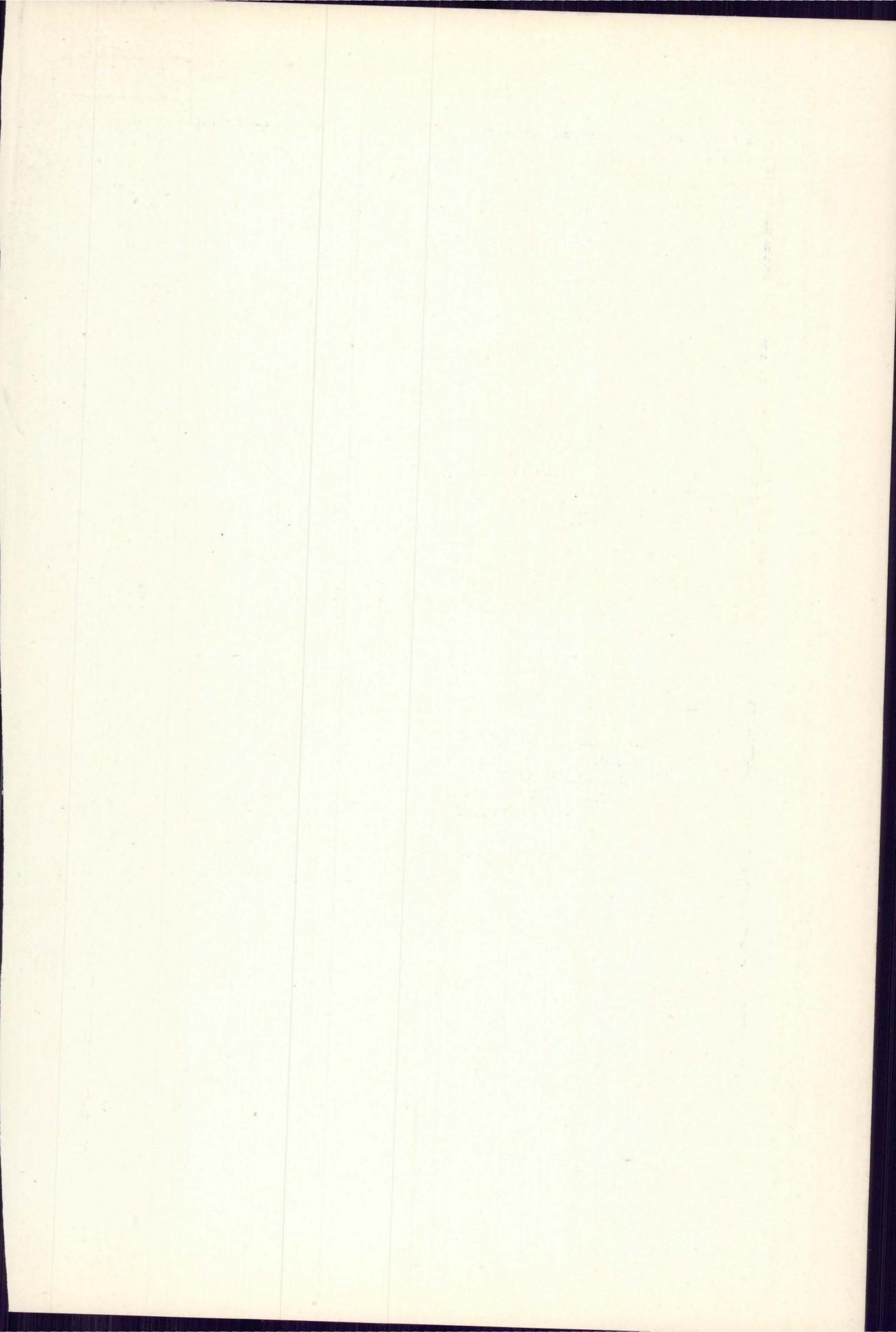
"Your Honor," said the prosecuting attorney, "your bull pup has went and chawed up the Bible."

"Make the witness kiss the dog," grumbled the court. "We can't adjourn to get a new Bible."

—Selected

There was a young man named Joe,  
Had a car that really could go.

But he went ninety-three  
And they piled the debris  
With a shovel, a rake and a hoe.



### SEA FEVER

I must down to the seas again, to the lonely sea and  
the sky,  
And all I ask is a tall ship and a star to steer her by,  
And the wheel's kick and the wind's song and the  
white sail's shaking,  
And a grey mist on the sea's face and a grey dawn  
breaking.

I must down to the seas again, for the call of the  
running tide  
Is a wild call and a clear call that may not be de-  
 nied;  
And all I ask is a windy day with the white clouds  
flying,  
And the flung spray and the blown spume, and the  
sea-gulls crying.

I must down to the seas again to the vagrant gypsy  
life,  
To the gulls' way and the whale's way where the  
wind's like a whetted knife:  
And all I ask is a merry yarn from a laughing fellow  
rover.  
And a quiet sleep and a sweet dream when the long  
trick's over.

—John Masefield